

# Minutes

## Coventry Cultural Partnership

21 September 2009 at 2.30 pm  
Diamond Room 1, Council House

### Attendees

Jeanne Jenner, Councillor Tim Sawdon, Carl Bainbridge, Ces Edwards, Nigel Wain, Vince Mayne, Jo Trowsdale, Colin Touchin, Alan Rivett, Justine Themen, Colin Bull, Vince Mayne, John Teahan. Mike Barton, Maria Dallas

### Apologies

Tom Clift, Hamish Glen, Gary Hall, Les Hems, David Nuttall, Carmel Reed, Mike Tovey, Marion Doyen, Peter Walters, Christine Hamilton, Gary Hall, Alice Davey

### Item No.

### Agenda Topic

#### 2. Notes of meeting held on 28 June 2009 and Action Points

- **Item 6 Creative Offer for Young People** – Slight changes to 4<sup>th</sup> Paragraph to be agreed with Jeanne and Jo.
  - **Creative Clusters** –Mike Barton attending today to give update.
  - **National Indicators** – David to arrange information with Jane Howard through Emerge
- Cultural Presentation** – [Meeting to be arranged Jeanne/Nigel/ Alice and Vince](#) to take this forward. Alice to supply information on producing a short DVD giving details of the work of the group.
- [Audience Development- Jeanne and Alan to meet](#)

#### 3. Far Gosford Street Development – Colin Bull

In the absence of Ian Harrabin, Colin Bull gave an update on the Far Gosford Street development and the FarGo website. The intention is that the development will be like a village – a flavour of Covent Garden, Brick Lane. Hoping to pull in people mainly at weekends. The Virtual Far Gosford Street received funding looking at historic element re education/entertainment with involvement from the Serious Games Institute. On the physical development side there has been a delay re housing but the commercial element is going ahead. End of March 2010 the Virtual element planned for. [Ian to brief on further details next time and about any subsidy for incubator units.](#)

#### 4. Web Portal Update: – Carl Bainbridge

Taken to the city's Marketing Group. CV-One have informed us that only a handful of partners have supplied xxxxxx information for this project. Following various discussions Carl has decided to pursue this project directly through marketing contacts rather than IT contacts. It was offered that the Creative Media Diploma (Coventry University) has an IT brief in it and this could be looked at to see if there is potential to join up with this work.

#### 5. National Indicators – update- John Teahan/ Vince Mayne

Following the last meeting, John presented a paper which summarised the relevant information from the "Tell Us" Survey which is used in relation to national Indicators from Children's' perspective. Mention was made of the Communities That Care survey undertaken by the City Council that gave better information – consideration to be given to that presentation to be made to the Cultural Partnership.

Considerable discussion on the need to map the services available possibly by linking with Warwick Business School mba students or via Coventry University's STEP programme. Consideration of what is the offer, its impact – are there other ways of doing it to see what we have got in Coventry and what is missing. Look also at the sub regional. [Jeanne to set up a meeting to discuss a brief.](#)

Vince explained that the Sport England information was not available but gave a synopsis of the actions taking place to support NI8 and that this was being done in conjunction with monies released by the PCT. Looking at "Social Marketing" – which identifies 19 scenario types which

	can help with marketing type campaigns on a more broader base.
<b>6.</b>	<b>Creative Clusters- Mike Barton AWM</b>
	<p>Mike Barton, Advantage West Midlands, Cluster Manager for Interiors, Design and Lifestyle attended and gave details of how the clusters were set up going back to 2002. The objective of clusters was to grow regional industries to exploit attractive markets where the region has existing or potential strengths. Clusters encourage businesses to work together to achieve this. The strategy is based on the simple idea that if businesses work together to focus on areas of opportunity and with support, the chance of success will be greatly improved.</p> <p>Examples were used of bringing companies together to go hunting in groups for work – such as to P&amp;O and cruise ships to offer the fitting out of an area by different companies working together to supply the whole product – or in using new technology to show a product.</p> <p>In trying to bring this back to Coventry level that the money for most programmes had probably been allocated and that possible funding was through ERDF like Stoke on Trent using Priority 3 or 4 or via Anna Vincent re Trans National Funds. He also pointed out that AWM does not have a Creative Industries Lead.</p> <p>Mike left his business card with Jeanne for any further information.</p>
<b>7.</b>	<b>Children's Sports Events- Maria Dallas</b>
	<p>Maria Dallas from the Children and Young People Directorate explained that they worked with schools on extended services and worked in 12 clusters across the city using the "Communities That Care" information to identify what children say they need. It is short term funding but the schemes will continue afterwards by developing exit strategies that empower the communities. Looking at gaps, e.g. such as Hillfields, girls only swimming arranged with Sports Trust, and Warwick Arts Centre's Cinema on Sundays for those with special education needs or disabilities.</p> <p><a href="#">Action: Carl to meet with Maria regarding marketing, Maria to be invited to future meetings.</a></p>
<b>8.</b>	<b>Any Other Business</b>
	<ul style="list-style-type: none"> <li>➤ <a href="#">The next meeting was scheduled for 21 December. This may need to be changed as it is likely there will be a lot of people absent.</a></li> <li>➤ The Cultural Partnership identity and letterhead was discussed. It was pointed out that the Coventry Partnership has a recognised identity and that is used across all themes and recognised for funding. It was suggested that the strap line could be altered to add " To create a vibrant City"....</li> <li>➤ Bid to become City Of Culture was discussed – the view of the group was that the moment had gone, but political guidance was required. The partnership accepted that they would need be involved and were eager to participate if it was agreed to submit a bid.</li> <li>➤ Meeting ended early due to Fire Alarm.</li> </ul>
<b>9.</b>	<b>Date of Next Meeting</b>
	21 December 2009, Diamond Rooms 1 and 2, Council House – but likely to be rearranged.